



**Grading:**

<i>Written Case Study Analyses</i>	4 @ 50	200 points
<i>Final Exam</i>		50
<i>Class Participation</i>		<u>50</u>
<b>TOTAL</b>		<b>300</b>

**Activity Details:****Coursepack Readings**

The purpose of the coursepack is to provide current and relevant coverage of the field of marketing metrics. The readings range from academic manuscripts that are quite technical to brief articles from popular press business publications. The variety of readings is intentional, to help you gain experience with different approaches to important business issues. Check the “course materials” tab on the course Web site to locate any materials I might provide to accompany the readings. If I do provide discussion questions, I will expect you to be prepared to answer these questions in class the day the reading is assigned.

**Case Study Analyses**

The purpose of the case studies is to gain direct experience using marketing metrics to guide marketing strategy and tactics. We will study six case studies in this course, and I will provide specific assignment questions for each of them under the “assignments” tab on the course Web site. You are expected to read every case and be fully prepared to discuss your answers to the assignment questions on the days specified in the course schedule. You are also required to submit written answers to the assignment questions for four of the six cases. I will assign four cases to you at the beginning of the quarter. Your written case analysis will be graded on both content and delivery. The dimension of content measures the precision, depth, and logic of your answers to each question. The dimension of delivery measures the organization and precision of your writing.

**Final Exam**

The purpose of the final exam is to measure your learning of the most critical concepts and skills of marketing metrics that we will cover in the course. The assigned material for the final exam will include the coursepack, case study assignment questions, and the software and analytical tools we will employ in the course. Specific details about the final exam will be provided near the end of the quarter.

## **Participation**

At various times throughout the quarter, the quality and quantity of your contributions to the classroom learning experience will be assigned to one of three categories.

- *Category 1 (exceptional)*: Significant, proactive, and positive contribution to learning. Rarely misses class. Offers unsolicited, constructive input about the case studies and other in-class discussions. Contributes examples and comments that help me and your peers better understand and appreciate course-related concepts. 47-50 points out of 50.
- *Category 2 (acceptable)*: Positive contribution to learning. Rarely misses class. Is fully prepared to answer questions about the case studies and other course content when called upon. 41 – 46 points out of 50.
- *Category 3 (below standards)*: Little, no, or negative contribution to learning. Misses several classes. Is often unprepared to answer questions about the case studies or other course content. May also contribute negatively to the learning environment by being rude, disruptive, antagonistic, or unprofessional in some other manner. 0 – 40 points out of 50.

**Course Schedule and Reading Assignments:**  
(tentative schedule, subject to change as quarter progresses)

Case studies are due promptly at the beginning of the class period on the date when the case is listed below.

Day	Date	Topics	Reading / Exercise
Wed	1/4	Course Introduction Measuring Marketing Performance	Course Syllabus and Learning Objectives (coursepack pp. 1-6)
Mon	1/9	Marketing Metrics	“Making Marketing Measure Up”, “Assessing Market Performance: The Current State of Metrics”, and “Bringing Customers into the Boardroom”
Wed	1/11	Customer Profitability	<b>Case Study 1:</b> Pilgrim Bank
Mon	1/16	NO CLASS: HOLIDAY	
Wed	1/18	Analyzing customer profitability data	“Customer Profitability and Lifetime Value”
Mon	1/23	ABC Customer Analysis of customer profitability data	Data Set: pilgrim.xls
Wed	1/25	Use of SPSS for Descriptive data analysis	Data Set: pilgrim.sav
Mon	1/30	Customer Lifetime Value	<b>Case Study 2:</b> Tuscan Lifestyles
Wed	2/1	Customer lifetime value continued	
Mon	2/6	Sales Forecasting	“Forecasting with Regression Analysis”
Wed	2/8	Sales forecasting continued	<b>Case Study 3:</b> Charles River Jazz
Mon	2/13	Product Loyalty and Customer satisfaction	“Top Box: Rediscovering Customer Satisfaction”
Wed	2/15	Product Loyalty and Customer satisfaction continued	<b>Case Study 4:</b> Customer Value Measurement at Nortel Networks
Mon	2/20	Traditional Advertising effectiveness	“How Advertising Works: What do we Really Know?”
Wed	2/22	Internet Advertising Effectiveness continued	“Internet Marketing Metrics”
Mon	2/27	Brand Perceptions	“Positioning and Perceptual Mapping Software: Positioning Analysis” (also requires software module from study.net)
			<b>Case Study 5:</b> Positioning the Infiniti G20
Wed	3/1	Brand Equity	“What is Brand Equity?” from <i>Managing Brand Equity</i>
Mon	3/6	New Product Preferences – conjoint analysis	“Conjoint Analysis: A Manager’s Guide”
Wed	3/8	Conjoint analysis continued	<b>Case Study 6:</b> Kirin USA
<b>Tues</b>	<b>3/14</b>	Final Exam: Section 1, 10:10am – 1:00pm	
<b>Friday</b>	<b>3/17</b>	Final Exam: Section 2, 1:10pm – 4:00pm	